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July 26, 2005

MEMORANDUM

NSLP 2006-02

To: All NSLP Sponsors (Schools only)

From: Pat Cook and Katherine Stewart, RD, CPFM
Office of Child Nutrition and School Health
Nutrition Education Program Consultants

Subject: Marketing Tools for Menus

The Office of Child Nutrition has been researching marketing tools to assist the schools with promotion of the National School Lunch and School Breakfast Programs in Nevada. These tools will also assist the schools in supporting and promoting the implementation of the Statewide Wellness Policy.

The link listed below provides some examples of the types of marketing tools available for your menus.

http://schoolmealsmarketing.com/Menu_Magic/2004_final_offer/Menu_Magic_2005_half_price_offer_page_3.htm

If the link does not activate automatic connection to the website, simply copy and paste the link onto your internet explorer.

If the state agency were able to negotiate a year's subscription to this marketing tool for menu design that is compatible with the Nutrikids software currently in use, would you use the design tool for your menu?

Please respond by e-mail to kstewart@doe.nv.gov by July 31, 2005, and let us know if you are interested.